



WPTV

ORDER

Print Date 10/23/12 Page 1 of 3

Contract / Revision 315524 / Obama for America

Order Sep 00:30:00
Estimate # 2174 - OFA 30s ADD

Original Date / Revision Agency Com 15%

Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

10/22/12 10/23/12 Billing Contact

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Bay Codes PCI

Revise Test Test

Agency **GMMB Inc**

Product Codes PL

Priority

Advertiser Key

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$22,682.25	\$26,685.00	0.00	10/01/12	10/28/12	24	\$22,682.25	\$26,685.00
November 2012	3	\$1,389.75	\$1,635.00	0.00	10/29/12	10/29/12	3	\$1,389.75	\$1,635.00
Totals	27	\$24,072.00	\$28,320.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	24	\$22,682.25	\$26,685.00	0.00	10/01/12	10/28/12	24	\$22,682.25	\$26,685.00
November 2012	3	\$1,389.75	\$1,635.00	0.00	10/29/12	10/29/12	3	\$1,389.75	\$1,635.00
Totals	27	\$24,072.00	\$28,320.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
N 1	WPTV	10/23/12	10/29/12	M-F	6-7a M-F 6-7a	CM	6-7a		MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/23/12																		
N 2	WPTV	10/23/12	10/29/12	M-F	7-9a M-F 7-9a	CM	7-9a		MTWTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																		
Week: 10/23/12																		
N 3	WPTV	10/23/12	10/29/12			CM	8-10a		-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00	



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315524 Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/22/12 / 10/23/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **2174 - OFA 30s ADD**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
				Sa 8-10a Sa 8-10a											Amount
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -----S-	Spots/Week 1	Rate \$725.00	Rating 0.00						
N 4	WPTV	10/23/12	10/29/12	Su 8-9a Su 8-9a		CM	8-9a				:30	1	\$1,075.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -----S	Spots/Week 1	Rate \$1,075.00	Rating 0.00						
N 5	WPTV	10/23/12	10/29/12	M-F 10-11a M-F 10-11a		CM	10-11a				:30	2	\$150.00	P-3	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 2	Rate \$150.00	Rating 0.00						
N 6	WPTV	10/23/12	10/29/12	M-F 12p NEWS M-F 12n-1p		CM	12-1p				:30	2	\$135.00	P-3	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 2	Rate \$135.00	Rating 0.00						
N 7	WPTV	10/23/12	10/29/12	M-F 5-530p M-F 5-530p		CM	5-530p				:30	2	\$1,600.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 2	Rate \$1,600.00	Rating 0.00						
N 8	WPTV	10/23/12	10/29/12	M-F 530-6p M-F 530-6p		CM	530-6p				:30	2	\$1,600.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 2	Rate \$1,600.00	Rating 0.00						
N 9	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p		CM	6-630p				:30	1	\$1,800.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N10	WPTV	10/23/12	10/29/12	M-F 630-7p M-F 630-7p		CM	630-7p				:30	1	\$1,800.00	P-3	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
N11	WPTV	10/23/12	10/29/12	Su 6p Su 6p		CM	6-630p				:30	1	\$850.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -----S	Spots/Week 1	Rate \$850.00	Rating 0.00						
N12	WPTV	10/23/12	10/29/12	Wednesday Prime C chicago fire	CM	10-11p					:30	1	\$2,500.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -- W---	Spots/Week 1	Rate \$2,500.00	Rating 0.00						
N13	WPTV	10/23/12	10/29/12	M-F 11-1135p M-F 11-1135p		CM	11-1135p				:30	2	\$1,400.00	FX	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays M- WTF--	Spots/Week 2	Rate \$1,400.00	Rating 0.00						
N14	WPTV	10/23/12	10/29/12	Su 1130p-1205a after NEM 1130p-12x After NFL		CM	1130p-1205a				:30	1	\$625.00	P-3	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -----S	Spots/Week 1	Rate \$625.00	Rating 0.00						
N15	WPTV	10/23/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a		CM	1135p-1235a				:30	1	\$475.00	P-1	0.00 NM
				Start Date Week: 10/23/12	End Date 10/29/12	Weekdays -----S	Spots/Week 1	Rate \$475.00	Rating 0.00						



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Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/23/12

Order Sep 00:30:00

Advertiser Obama / Democrat / Presid Product Obama for America

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N15	WPTV	10/23/12	10/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-WTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00	
<hr/>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	M-WTF--		1	\$475.00			0.00						
N16	WPTV	10/23/12	10/29/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	1	\$2,750.00	P-1	0.00	NM	1	\$2,750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	-----S		1	\$2,750.00			0.00						
N17	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	M-WTF--		1	\$600.00			0.00						
N18	WPTV	10/23/12	10/29/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/23/12	10/29/12	M-WTF--		2	\$350.00			0.00						
														Totals	27 \$28,320.00	